

ABSTRACT

The UI/UX design for PT. Bank Rakyat Indonesia's (BRI) Carpooling application aims to boost employee mobility efficiency by tackling the issue of underutilized company vehicles. The goal is to create a user experience that is both intuitive and efficient. Over five months, we successfully designed all the UI/UX pages for both Driver and Employee users of the Carpooling app. The design process included identifying application requirements, creating wireframes, developing mockups, and prototyping. Since the product has not yet entered the development phase, the UI/UX testing was conducted exclusively by the Project Manager and Lead UI/UX at TransTRACK. Their evaluation and feedback showed that the UI/UX design met most of the requirements and expectations.

Keywords: UI/UX Design, Carpooling, Employee Mobility Efficiency